



Maryland Green Registry MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

Focus 4 (AJW Internet Consulting, LLC)



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Website Design/Development and Digital Marketing

Member since January 2015

Management and Leadership



Environmental Policy Statement

Focus 4 Digital Marketing Environmental Policy Statement

<http://www.focus4digital.com/wp-content/uploads/2016/03/Focus-4-Environmental-Policy-2016.pdf>

The Focus 4 team is committed to reducing its impact on the environment in as many ways as possible. As a company and as individuals, we will strive to make a positive impact on our environment by

- *reducing solid waste through re-use and recycling programs whenever possible;*
- *reducing energy consumption through all practical means;*
- *choosing to use products sourced from renewable and recycled resources;*
- *making conscious choices not to waste water or other natural resources; and*
- *properly disposing of any and all hazardous materials.*

Our commitment to the environment extends to our clients, our coworkers, our immediate families and the communities in which we live and work. We are committed to

- *complying with all applicable environmental regulations;*
- *preventing pollution whenever possible;*
- *educating our staff on our environmental philosophy and initiatives and empowering them to contribute and participate;*

- *communicating our environmental commitment and efforts to our clients, staff, social media followers and our community at large; and*
- *continually improving over time by striving to measure our environmental impacts and by setting goals to reduce these impacts each year.*



Annual Environmental Goals

Focus 4 has the goal of empowering our employees to be more energy efficient and less wasteful, and encouraging our clients and social media followers to do the same. Specifically to that end:

- *It is our goal not only to use energy-efficient LED lighting in our main office, but also to provide LED light bulbs to any employees who wish to improve the energy efficiency of their home.*
- *To reduce plastic water bottle waste, we also offer any employee who would like one, a PUR water filter system for their home. (We also encourage use of the TerraCycle program for recycling used PUR filters.)*
- *Since January 2015, it has also been our goal not to print any paper document unless absolutely necessary or required by our client's protocols.*



Environmentally Preferable Products and Services

- *All of our work is completed, presented and discussed electronically whenever possible and practical – to include in-house team meetings and document distribution, website design, logo design, project reviews and evaluations.*
- *All website maintenance guides are provided in electronic format to our clients.*



Environmentally Preferable Purchasing

- *We purchase and encourage the use of computer printers for which recycled ink or toner cartridges are both reliable and readily available.*
- *All lighting in the office has been changed over to LED lighting, to last longer, reduce energy use and reduce frequent incandescent bulb waste.*
- *We purchase (for ourselves) and encourage the use of EnergyStar Certified computer printers and monitors to our employees and clients.*
- *The office refrigerator was replaced with one that is EnergyStar Certified.*

Waste

☒ **Solid Waste Reduction and Reuse**

Focus 4 and its employees make a concerted effort to reduce solid waste through recycling a re-use whenever possible. Employees are encouraged to use faucet-installed water filters (or unfiltered tap water) in order to reduce plastic water bottle waste. Estimated reduction in plastic bottles discarded is 900-1200 bottles/year.

☒ **Recycling**

Our office recycles any and all recyclable materials daily. This includes:

- All paper sent to our office or produced/used by our office is (shredded if necessary and) recycled.*
- All cardboard packaging is recycled or re-used.*
- All decommissioned computer equipment is taken to a local recycling center.*
- All ink-toner cartridges are recycled through local outlets (Staples, Office Depot, Best Buy, Etc.)*
- All used CDs, DVDs and other data storage devices are recycled whenever possible. In 2014 we recycled approximately 180 CDs and DVDs and their plastic cases. In 2015 we recycled only about 40 CDs and DVDs due to our efforts to use fewer of these discs to transfer data.*
- All plastic drink bottles, cups and food containers brought in by employees from outside sources (restaurants, convenience stores, etc.) are recycled.*

Energy

☒ **Energy Efficiency**

Our company and employees actively seek ways to reduce our overall carbon footprint(s) and save energy wherever possible.

- All incandescent (and most CFL) light bulbs have been changed to LED bulbs to reduce energy use. According to the EnergyStar calculator, this results in approximately an 83% reduction in electricity use, and over \$250 per year in financial savings for the company.*
- Office thermostat is kept at 66/67 degrees during the day in winter, 78 degrees in summer in order to reduce heating and air conditioning energy use. Programmable thermostat automatically reduces heating temperature to 63 degrees at night. According to the BGE website this results in 9-25% savings on energy costs.*

- *Eligible home offices participate in BGE PeakRewards Credit programs for hot water heater and air conditioner control on peak energy use days.*
- *Computers are turned off or put into sleep mode when not in use.*
- *Computer printers and monitors are EnergyStar Certified for improved energy efficiency.*

Transportation



Employee Commute

Focus 4 employees work from home whenever possible and practical. Those who work from home are typically in homes where at least one family member is also at home during the day, so home heating and electricity costs are not generally affected.

- *Two –third of our employees currently work exclusively from home, producing vehicle emissions only when infrequently called upon to visit a client site or meet with a manager. Estimated reduction in miles travelled: 3000 miles per year.*
- *As the employee who travels the most for business to client sites when necessary or to training or networking events, the owner purchased a Mazda3 with SkyActiv technology that averages 36 mpg and gets up to 42 mpg on the highway.*



Efficient Business Travel

Due to the nature of our work, business travel can be all but eliminated, with the exception of meeting with clients who prefer to meet in person.

- *Client meetings are held virtually via the Internet whenever possible/practical to reduce the amount of employee or client travel required.*
- *Weekly employee/team meetings are held virtually, to eliminate any travel.*
- *When attending conferences or training events in out-of-town locations, every effort is made to stay at the conference center hotel and use public transportation to and from the airport so there is no need for car rental or daily commute to the hosting venue.*

Profile Updated February 2016



Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.

Learn more at www.green.maryland.gov/registry

